

ABSTRACT OF THE DISCLOSURE

An apparatus and method for providing a locate, collaborate, and transact (LCT) communications platform for a business-to-business exchange service center. The LCT communications platform enables the needed human communications between buyers and sellers to take place within a virtual marketplace as a fully integrated software communication platform within a B2B exchange environment. The LCT communications platform comprises call center technology, web collaboration technology, and unified communication technology. The integration of these three technologies integrates human communications into high value business transactions that require quick resolution of opportunity or exception handling (e.g., links workflow with the exchange service center); develops an proactive role for service centers that can put the right people together at the right time to do real-time secure business; cuts the cycle time to complete business by engaging customer collaboration; and enhances the B2B exchanges role to provide either human collaboration service or provide the platform for business ready business to supplier direct communication.